

InfantSEE™ training finds real vision problems



Alaina Soza gets acquainted with eyeglasses as her father, Carlos, and brother, David, watch closely.

Optometrists attending the 2006 Alabama Optometric Association (ALOA) Convention in October had the opportunity to get hands-on experience performing InfantSEE™ assessments on babies, one of whom was found to have an extremely high refractive error.

The InfantSEE™ workshop was held Oct. 27 at the University of Alabama at Birmingham (UAB) School of Optometry and was designed to allow doctors to increase their experience and comfort in performing infant



Carlos and Malia Soza, parents of 7-month-old Alaina Soza and brother David, heard about the InfantSEE™ program from their optometrists, Lynn Hammonds, O.D., and Cathie Amos, O.D.

assessments.

Jennifer Alverson, O.D., Alabama InfantSEE™ state leader; Lynn Hammonds, O.D., AOA InfantSEE™ Committee member; Amanda Buttenshaw, ALOA executive director; and UAB School of Optometry pediatric faculty Katherine Weise, O.D., and Wendy Marsh-Tootle, O.D., collaborated in organizing the workshop.

More than 20 ODs and students participated in the workshop and performed InfantSEE™ assessments on 10 infants.

Carlos and Malia Soza, parents of 7-month-old Alaina Soza, heard about the InfantSEE™ program from their optometrists, Dr. Hammonds and Cathie Amos, O.D.

The Sozas scheduled Alaina's appointment for the workshop after attending a Babypalooza event at a shopping mall in Birmingham and visiting the InfantSEE™ booth staffed by Dr. Alverson.

"The booth at Babypalooza was pur-

see *InfantSEE™*, page 12

El Paso police arrest man for illegally selling contacts



El Paso media, including the *El Paso Times* and KVIA television, shown here, covered the arrest of a man charged with selling contact lenses illegally.

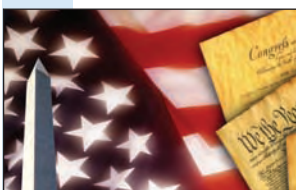
Just weeks after optometrists complained to the Texas Department of State Health Services, El Paso police arrested a man suspected of selling prescription contact lenses at a local flea market.

Gabriel Martinez reported illegal contact lens sales while visiting the flea market in early October. He is an intern from the Inter American University of Puerto Rico School of Optometry at the practice of Michael Maldonado, O.D., and Mario Caballero, O.D.

"I was told it was a huge display with thousands of boxes of contacts,"

see *Police*, page 12

Inside



Eye on Washington,
Page 7



Industry News,
Page 17



Meetings,
Page 18

At A Glance: Attracting new patients



12 percent of patients say they selected an eye care practitioner after noticing a practice and deciding to "walk in."

Source: AOA 2006 Consumer Survey



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Bob Foster
EDITOR-IN-CHIEF
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Bob Pieper
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Tracy Overton
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Advertising

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President's Column

Fulfilling our potential

Many of us have long thought that InfantSEE™ has the potential to improve the lives of future generations of Americans. By catching eye disease and refractive error early, we are working toward a dream of eliminating preventable and treatable eye conditions before they impede learning.

Our initial belief was that the InfantSEE™ assessments would identify children whose conditions were missed by other professional and protocols.

As you recall, the program was spurred by President Jimmy Carter, who had two grandchildren who had undiagnosed amblyopia until they were in elementary school.

He understood, as we do, that only by conducting a thorough assessment, at an early age, would we detect and treat vision problems that should be corrected before a child enters school.

Now, we are seeing that our beliefs and the rationale for the program, were spot-on accurate.

❖ In June, Paul Wagner, O.D., dilated the

young eyes of Gracie Zellers and found a troubling abnormality. It turned out to be retinoblastoma and thanks to the early detection, her life literally was saved.

❖ Also in June, Ben Burdek's parents took him to Tom Cullinane, O.D. The doctor found glaucoma and referred Ben for confirmation, and ultimately goniotomy. Now wearing glasses, Ben has overcome his early photophobia and is

While some early critics asserted that the InfantSEE™ visit was an extra, unneeded doctor's appointment, there is now a small cadre of parents who feel passionately that the visit to the optometrist was the most valuable trip they have taken.

rapidly catching up with his peers.

❖ Two weeks ago, at an InfantSEE™ workshop in my home state of Alabama, Alaina Soza was identified with a refractive error of +12.00.

These children have a brighter future because of the optometrists who

volunteered their time to see them. ODs are changing their lives by actively integrating InfantSEE™ into their practices. We have the potential to transform a generation into healthier people.

At the same time, the profession is being transformed because of InfantSEE™.

Optometry is now being represented at the meetings of other health professions.

Thanks to the InfantSEE™ program, we are finding doors open to us that were previously closed. Health professionals who were initially skeptical of the motives of the program have come to understand that we have the best intentions and are eminently qualified to assess the eye health of young patients.

While some early critics asserted that the InfantSEE™ visit was an extra, unneeded doctor's appointment, there is now a small cadre of parents who feel passionately that the visit to the optometrist was the most valuable trip they

See Potential, page 4



Dr. Crooks

For more information about the InfantSEE™ program, or to sign up as an InfantSEE™ provider, e-mail infantsee@aoa.org, call (800) 365-2219, ext. 4286, or visit www.aoa.org. InfantSEE™ is a public health program of the AOA in partnership with The Vision Care Institute of Johnson & Johnson Vision Care.

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CMS: continue using Medicare numbers with NPIs

Health care providers who use National Provider Identifier (NPI) numbers when filing electronic Medicare fee-for-service claims should continue to include their Medicare provider numbers on those claims, according to the U.S. Centers for Medicare and Medicaid Services (CMS).

Since Jan. 3, the CMS has been accepting NPI numbers on electronically filed Medicare fee-for-service claims. However, providers have been required to continue using "legacy" Medicare provider numbers on the electronic claims as an additional identifier.

"Medicare systems will accept claims with an NPI, but an existing legacy Medicare number must also be on the claim," the CMS emphasized in a *Medlearn Matters* article.

CMS administrators announced earlier this year that they hoped their claims processing systems would be ready to accept legacy Medicare billing numbers and NPI numbers on an "either/or" basis beginning Oct. 2. However, last month, Medicare issued an advisory warning that practitioners would still be at risk for claim rejections if they did not continue to have Medicare numbers.

Under federal law, the NPI is to be the sole form of provider identification accepted on all electronic claims for public and private sector health insurance plans by May 23, 2007.

Although federal law does not mandate it, Medicare will also require NPIs on all paper claims by that date. Most other health plans are also expected to require NPIs on paper claims then.

NPI numbers are assigned free of charge. However, it takes about 20 minutes to complete a questionnaire and submit an application. ODs can apply online at <https://nppes.cms.hhs.gov>.

A downloadable application form is also available that can be printed and submitted by mail.

Potential, from page 3

have taken.

To further the program, members of the AOA's InfantSEE™ and Professional Relations Committees recently attended the national meetings of the American Academy of Family Physicians and American Academy of Pediatrics.

The goal of attendance at these meetings was to introduce the program directly to members of these organizations, and to encourage other medical professionals to refer patients with infants to InfantSEE™ providers.

They introduced the program to hundreds of family physicians, pediatricians, nurses and other attendees, and received enthusiastic responses. Nearly 500 requests for brochures to pass out in their offices were taken by the AOA representatives.

InfantSEE™ Committee members Pamela Lowe, O.D., and Glen Steele, O.D., will attend the American Public Health Association (APHA)

meeting this month and Scott Jens, O.D., InfantSEE™ Committee chair, has been invited to make a presentation to the APHA Executive Board.

This opportunity is significant because it gives us an audience with influential individuals throughout various aspects of public health—bringing InfantSEE™ to the attention of others who would not normally be aware of the impact this program can have on the well-being of children and families.

Through outreach programs such as these, and the daily contact with other health professionals generated by the InfantSEE™ program, we are building alliances with parents, educators and health professionals.

Every day, optometrists are seeing InfantSEE™ patients in their offices and making a difference.

The program is already changing lives. But the program has not come close to realizing its potential.

We need more optometrists to join the program, and those who are participating to see patients more often.

There are more Gracies and Bens and Alaines out there. As members of THE primary eye care profession, it's up to each of us to work toward finding them.

If you aren't an InfantSEE™ provider, please consider becoming one now. If you are an InfantSEE™ provider, please consider ways you can reach out to the new parents in your community.

There is no doubt that America's youngest citizens need our attention.

AOA members can apply for an NPI through a link on the AOA Web site (www.aoa.org).

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Anne Klein

SVS program brings sports vision awareness to allied medical groups

The AOA Sports Vision Section connected with more than 40 allied sports medicine organizations over the past year thanks to Vistakon's generous continued support of the SVS Interprofessional Relations program.

As part of this program, the SVS exhibits or sends representatives to the annual meetings of several organizations each year.

In June, the SVS was represented at the the American College of Sports Medicine's (ACSM) annual meeting in Denver by SVS Chair-elect Graham Erickson, O.D. SVS members from the Denver area who also volunteered their time at the booth were Jeanne Derber, O.D., Lynn Hellerstein, O.D., and Tara Peterson, O.D.

The SVS exhibited at the annual meeting of the National Athletic Trainers' Association

(NATA), in Atlanta, GA, June 14-17, represented by Jack Gardner, O.D., SVS immediate past chair, who also presented a lecture to more than 200 attendees.

Dr. Gardner again represented the SVS at the National Strength and Conditioning Association (NSCA) Annual Meeting in Washington, DC, in July 2006.

"In tracking the questions that drew visitors to the SVS booth, we found that 25 percent were specifically looking for a sports vision doctor in their area," said Dr. Gardner. "We share an SVS member directory with them on-site and also direct them to the AOA's online Doctor Locator, which now allows them to search for SVS members by ZIP code."

"It is interesting to see that the number of questions regarding contact lenses for sports is now nearly equal to the number of questions

about sports vision enhancement," Dr. Gardner added.

The new SVS booth was unveiled this year, with the tagline "Exceptional Athletes Need an Exceptional Visual System – Healthy... Protected... Refined" front and center.

In February, Dr. Gardner and Hal Breedlove, O.D., SVS chair, represented optometry and the SVS

at the annual meeting of the Joint Commission on Sports Medicine and Science (JCSMS), a commission that was organized to facilitate interaction between organizations related to sports medicine and science, and to encourage cooperative activity among more than 40 U.S. and Canadian organizations. More than 34 member organizations sent delegates to this year's meeting.

Sports Vision Section elects council, honors volleyball pro

The AOA Sports Vision Section (SVS) welcomed its newly elected council members and also recognized the recipients of the 2006 SVS Awards at the SVS Annual Business Meeting, held during the 2006 Optometry's Meeting™ in Las Vegas last June.

Bausch & Lomb received the SVS Industry Appreciation Award in recognition of its generous support of sports vision and the section.

Bausch & Lomb was the sponsor of the new SVS Student Membership Grant program.

At the meeting, Sue E. Lowe, O.D., received the SVS Optometrist of the Year Award.

This award is given annually in recognition of outstanding contributions to the field of sports vision and/or the SVS.

The recipient of the 2006 SVS Eagle Award, Matt Fuerbringer, was also recognized.

Nominated by SVS member Bill Harrison, O.D., Fuerbringer is an AVP Pro Beach Volleyball Tour athlete who finished the 2005 season ranked first in "kill percentage."

The Eagle Award is presented to a non-optometrist who significantly promotes sports vision and vision training to the public.

The new SVS Council members, who will each serve two-year terms, are: Graham Erickson, O.D., chair-elect; Gary L. Etting, O.D., vice-chair; Chris Clark, O.D., secretary; Derek N. Cunningham, O.D., member; and Matthew S. Richardson, O.D., member.

In keeping with the section's bylaws, Hal Breedlove, O.D., automatically succeeded to the office of chair for 2006-2008. Jack Gardner, O.D., will serve as immediate past chair.



CIBA Vision executives were presented with a framed matte signed by the athletes and volunteers at the 2006 SVS Junior Olympics vision evaluations, along with photos and an engraved message thanking them for their long-time sponsorship of this program, which has provided free vision evaluations to more than 3,800 young athletes since 1994. From left are AOA Executive Director Michael D. Jones, O.D.; Sports Vision Section Manager Denise Kincaid; Director of CIBA's Professional Marketing North America Business Unit Dwight H. Akerman, O.D.; and CIBA's Vice President of Professional Services for North America Rick Weisbarth, O.D.



Alliance to tackle state-level issues in Electronic Health Records

The U.S. Department of Health and Human Services' (HHS) Office of the National Coordinator for Health Information Technology has entered a one-year, \$1.99 million contract with the National Governor's Association Center for Best Practices to establish a State Alliance for e-Health.

The alliance marks another major step in the development of the planned National Health Information Network (NHIN) under which most Americans are to have their medical information collected, stored, and organized in electronic health records (EHRs), according to Barry J. Barresi, O.D., chair of the AOA Study Group on Health Information Technology.

President George W. Bush has proposed having the national network in place by 2014.

State-level Regional Health Information Organizations (RHIOs), now being established in virtually every U.S. state and territory, are to be interconnected through the NHIN.

Proponents see the NHIN as a national system through which patients records could be accessed virtually anywhere in the country as needed. They believe the NHIN will improve health care and cut related costs.

The alliance will facilitate development of state health information exchange (HIE) systems by allowing officials to "share successes and lessons learned," said HHS Secretary Mike Leavitt.

It will help state

RHIO organizers avoid "the waste of reinventing the wheel," he said.

It will also serve as a forum to address differences in state health care laws, as well as differences in operating policies or technical specifications among the various RHIOs, according to the HHS. Such issues have often been cited as barriers to the establishing of the NHIN (see related article).

The formation of the alliance also serves to illustrate how the development of the NHIN could impact a range of state-level health care laws and regulations and why optometrists should be actively involved with the RHIO efforts in their respective states, Dr. Barresi said.

As part of its work, the alliance could look at a wide range of issues with a direct impact on optometry, he said. Among them: scope of health provider practice, patient protections such as mandated benefit laws, and payer-related regulations such as provider nondiscrimination laws.

Under the planned NHIN, EHRs would not only provide patient information but would be utilized for health care claims filing.

"AOA is already working at the federal level to ensure that optometry is included in the NHIN and that the network's standardized EHRs will be appropriate for use in eye and vision care," said Dr. Barresi. "However, the development of the NHIN promises to have far-reaching ramifications

on many aspects of health care that have traditionally been regulated at the state level.

Optometrists should be considering the potential effects of the NHIN and be ready to work with their state officials on shaping any agreements developed under the State Alliance. Moreover, optometrists should become active participants in the organizations that are developing RHIO systems."

RHIOs are being developed in states

across the nation by governor's offices, state health departments, specially-established agencies or commissions, and private entities.

For a list of RHIOs already established or under development around the country, see the Regional Health Information Organization Web page on the new AOA Web site (www.aoa.org/x6529.xml).

For more, visit www.hhs.gov/healthit.

Benchmark study finds barriers limiting EHR use

Almost a quarter of medical doctors (24.9 percent) are now making at least some use of electronic health records (EHRs) in practice, a new study finds.

However, less than a tenth of the nation's medical doctors (9 percent), are taking full advantage of the EHRs' functions, which proponents believe will ultimately provide improved health care at reduced cost, the study also concludes.

Health Information Technology in the United States: The Information Base for Progress, released last month by a public-private consortium known as the Health Information Technology Adoption Initiative, marks the most comprehensive study of its type to date and the start of an effort to chart America's progress in adopting new Internet-based health information technology (HIT).

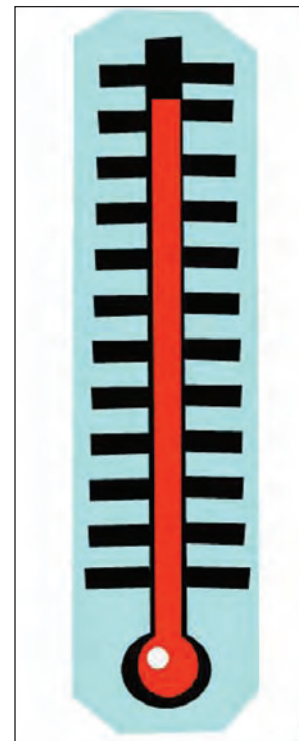
President George W. Bush has called for the establishment of a National Health Information Network (NHIN) — under which most Americans would have their medical information collected, stored, and organized in an EHR — by 2014.

However, the study finds that at the current rate of adoption, only about half of America's health care providers will be utilizing the necessary technology by that time.

"We are pitifully behind where we should be," said study co-author David Blumenthal, M.D., during a news conference last month.

The study was unable to accurately deter-

See Benchmark page 10



AOA-PAC has raised \$1,226,381 on its way to a goal of \$1.5 million. To support AOA-PAC or become part of AOA's Keyperson network, visit www.aoa.org, call (703) 739-9200, or e-mail NBrazil@aoa.org.

NIH: Laser treatment does not prevent vision loss for people with early AMD

An extensive National Institutes of Health (NIH)-supported study has found that laser photocoagulation treatment, thought to be possibly beneficial in slowing or preventing the loss of vision from age-related macular degeneration (AMD), is ineffective in preventing complications of AMD or loss of vision.

This is the major conclusion of the Complications of Age-Related Macular Degeneration Prevention Trial (CAPT), a research study of more than 1,000 people that will be published in the November 2006 issue of the journal *Ophthalmology*. The study was supported by grants from the National Eye Institute (NEI) of the NIH.

Low-intensity laser photocoagulation has been shown to reduce the extent of drusen.

However, the studies evaluating the impact of laser treatment on vision have been small, and the results inconsistent.

This study was designed to assess the safety and effectiveness of laser treatment in preventing vision loss among people with large drusen in both eyes. It found there was no difference in vision or in progression to advanced AMD between treated and untreated eyes, which were closely observed for the duration of the trial.

"AMD is the leading cause of vision loss in the United States for people over age 60," said NEI director Paul A. Sieving, M.D., Ph.D. "This is an important study because after 35 years of inconsistent results from preventive laser treatment trials, we now know that this approach does not seem to stop vision loss from

AMD. Doctors using this technique should reconsider its use in patients with good vision, such as those studied in this trial."

"At present, the only established way to decrease the risk of vision loss in people

five years of the trial. After five years, 20.5 percent of the treated eyes and 20.5 percent of the untreated eyes had lost three or more lines of visual acuity on a standard eye chart.

Likewise, 20 percent of treated and untreated

"The only established way to decrease the risk of vision loss in people with large drusen (early AMD) is to take daily supplements of vitamins and minerals as used in the Age-Related Eye Disease Study (AREDS)."

with large drusen (early AMD) is to take daily supplements of vitamins and minerals as used in the NEI-supported Age-Related Eye Disease Study (AREDS)," Sieving continued.

"This study found that high-dose antioxidant vitamins and minerals (vitamins C and E, beta-carotene, zinc, and copper), taken by mouth by people at risk of developing advanced AMD, reduced the risk of progression to advanced AMD by 25 percent and the risk of moderate vision loss by 19 percent. People at risk for AMD are advised not to smoke and to maintain a healthy lifestyle, with a diet including leafy green vegetables and fish."

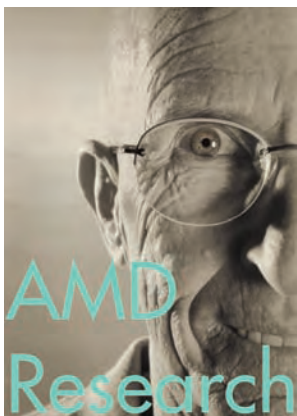
A total of 1,052 participants over the age of 50 (average age of 71) who had 10 or more large drusen and a visual acuity of 20/40 or better in each eye were enrolled through 22 clinical centers.

One eye of each participant was treated and the other eye was observed throughout the

eyes progressed to advanced AMD. Change in visual acuity was strongly associated with the development of advanced AMD, but not with the treatment group.

"Laser treatment applied to eyes with large drusen that are at high risk for vision loss from AMD had neither a clinically significant beneficial nor harmful effect," said Stuart L. Fine, M.D., professor of ophthalmology and director of the Scheie Eye Institute at the University of Pennsylvania, and CAPT chair. "There is no evidence from this trial to suggest that people with large drusen should seek preventive laser treatment."

The NEI has just launched a nationwide study to see if a modified combination of vitamins, minerals, and fish oil can further slow the progression of vision loss from AMD. This new study, called the Age-Related Eye Disease Study 2 (AREDS2), will build upon results from the earlier AREDS study.





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References:
1. Survey of 300 optometrists. *Harris Interactive*®, June 2006. 2. Rosenthal RA, Bell WM, Schlech BA. Evaluation of a new contact lens disinfection formulation for disinfection efficacy. *Alcon Laboratories, Inc.* Poster presented at: ARVO 2005. 3. Garofalo R, Dassanayake N, Carey C, et al. Corneal staining and subjective symptoms with multipurpose solutions as a function of time. *Eye Contact Lens*. 2005;31:166-167. 4. Andraso GJ, Ryan KA, Garofalo RJ, Lemp JM. Compatibility of silicone hydrogel lenses with multi-purpose solutions. *Alcon Laboratories, Inc.* Poster presented at: ARVO 2006.

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New CMS 1500 forms available from AOA Order Department

New, revised CMS 1500 claim forms, designed to allow use of National Provider Identifier (NPI) numbers, are now available from the AOA Order Department. Health care providers will be able to use the new forms, formally known as the CMS 1500 (08-05), to file Medicare paper claims beginning Jan. 1, 2007. Use of the new form will be required for the filing of Medicare paper claims effective May 23, 2007.

National Provider Identifiers are standardized, government-issued identification numbers for health care providers, intended to replace the myriad identifiers

now issued to providers by various public and private health plans. NPIs will be required on all claims filed with Medicare and most other health plans, beginning this spring.

A detailed article on the use of the new CMS 1500 (08-05) will appear in the Practice Strategies section of the December issue of *Optometry: Journal of the American Optometric Association*.

AOA Order Department items can be ordered by calling (800) 262-2210, via fax at (314) 991-4101, or online at www.aoa.org/documents/Order-Dept-Catalog.pdf.

Benchmark,
from page 7

mine how many of the nation's 6,000 hospitals are utilizing EHRs. However, it concludes that about 5 percent have adopted computerized physician order entry (CPOE) systems, a component of EHRs.

The study did not address the utilization of EHRs in non-MD practices such as optometric offices.

The study finds that EHR adoption rates remain very low due to multiple financial, technical and legal barriers.

In an effort to address financial barriers, the AOA has joined with a number of other health care provider organizations in calling for federal grants to offset the cost of implementing EHR systems in health care practices.

Both the House and Senate have passed HIT legislation that would create the framework for a grant program and perhaps would encourage donations of EHR equipment.

However, the fate of the measures in the upcoming lame-duck session of Congress is uncertain. Democrats, if they do well in the midterm elections, may push to delay legislation until next year in hopes of strengthening privacy protections and increasing the grant program.

The report authors say their survey will provide a baseline for measuring EHR utilization and establishing criteria for future studies.

The researchers consider a "fully operational" system to be one that collects patient information, displays test results, allows providers to enter medical orders and prescriptions, and helps doctors make treatment decisions.

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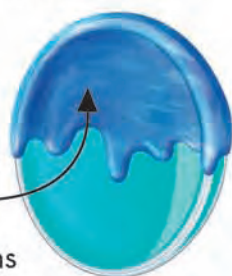
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1. Grus FH, Kramann C, Bozkurt N, et al. Effects of multipurpose contact lens solutions on the protein composition of the tear film. *Cont Lens Anterior Eye*. 2005;28:103-112.

InfantSEE™, from page 1

chased by ALOA and Jason Dickerson, O.D., and I manned the booth. We gave out brochures and talked with parents and expectant moms about InfantSEE™," said Dr. Alverson. "We already had most of the babies lined up (for the workshop) before Babypalooza. A friend of mine brought one of the babies and two were faculty members' babies. Our local CIBA rep, Tracy Lipscomb, brought her baby, and she recruited another family as well as getting the gift baskets made to give to the moms."



Rachel Hendrix holds 11-month-old Noah as Mike Blackburn, O.D. performs the InfantSEE™ assessment – his 32nd to date.

When the Sozas brought Alaina in for her InfantSEE™ assessment during the workshop, they had no previous indication that there was any problem.

"I knew there was a risk with Carlos' history—he had to get glasses when he was 18 months old," said Malia. "But I did not expect this."

Workshop participants Candice Turner, O.D., and Garrison Meighen, O.D., along with faculty member Michelle Anderson, O.D., performed the InfantSEE™ assessment on Alaina, who was diagnosed with +12.00D of hyperopia.

The retinoscopy findings were OD +12.00 -2.25 x180 and OD +11.25 -1.50 x180. The final spectacle lens prescription was OD +9.50 and OS +8.75.

The final prescription was intentionally decreased to allow a slight blur to encourage emmetropization or further natural development of the eye and visual pathways, said Dr. Alverson.

"So does this mean my baby has never seen my face?" Malia asked Dr. Anderson after getting the prescription for Alaina.

Dr. Anderson

explained that Alaina probably could recognize her parents, but likely has extreme difficulty in making out the details in their features.

"It's hard," said Malia. "I don't know how we're going to keep her from taking the glasses off."

The reassured parents, along with Alaina and their 22-month-old son David, were soon directed to the optical department to begin selecting frames to fit her small face and begin the process of improving her eyesight.

The Sozas said they were grateful for InfantSEE™ and planned to work to increase public awareness of the program.

"I am so very pleased that we accomplished the goal of making the attendees more comfortable with the InfantSEE™ assessments and forms," said Dr. Alverson. "Not only did we help Alaina Soza, but we also equipped 18 fellow optometrists with the knowledge and clinical skills to help many more like her. And we reassured nine other moms that their babies' visual development and ocular health were normal. With that we can all say that the workshop was a tremendous

success."

It was the first InfantSEE™ assessment as a licensed optometrist for Angie A. Ghanayem, O.D., UAB School of Optometry Cornea and Contact Lens resident.

"The course was educational, informative and kept me attentive by stressing the clinical relevance of the InfantSEE™ assessment techniques and the importance of testing for ocular disease. We reviewed the typical normative ranges for refractive error and prescribing methods used in very abnormal cases. And we discussed the preferred tests and techniques that can be utilized when examining a child's visual acuity, refractive status, visual integration, binocularity, alignment and ocular motility," said Dr. Ghanayem. "InfantSEE™ comprehensive eye assessments for infants are an exceptional opportunity to improve a child's quality of life, developmental and learning stages."

After signing up as an InfantSEE™ provider at the ALOA convention, Dr. Ghanayem said she hopes to increase public awareness of InfantSEE™ and stressed the importance of becoming a provider.

"In the optometric profession, we strive to provide primary ocular health care by practicing full scope," said Dr. Ghanayem. "Practicing full scope includes supporting and educating families about the importance of periodic professional eye care, and becoming providers of the InfantSEE™ program in order to make a difference in people's lives by practicing at optometric standards and guidelines and fulfilling the optometric oath to our utmost capabilities."



Angie A. Ghanayem, O.D., UAB School of Optometry Cornea and Contact Lens resident, conducts an eye health assessment.

Police, from page 1

said Dr. Maldonado. "People were going crazy buying them."

"Apparently our student asked the gentleman if he had permission to sell the contact lenses, and he just ignored him," said Dr. Caballero.

When Martinez informed Dr. Maldonado and Dr. Caballero about the incident, they directed him to file a complaint with the Texas Department of State Health Services.

"I said, 'let's see what we can do about this guy,'" said Dr. Maldonado.

After an investigation, police charged the man with violating the state's occupation code. If convicted, he faces up to 180 days in jail and a \$2,000 fine.

Dr. Caballero said illegal contact lens sales are not uncommon for those living in a border town.

"When you have this happening in Mexico, where it's probably not illegal, people see it as normal and they buy the contacts without all the information," said Dr. Caballero.

"This is one of many instances in which we have people doing this," he said. "But one person less means less harm to the people. And we see the harm all over. We have to treat the ulcers."

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NIH completes Nanomedicine network

The National Institutes of Health (NIH) has completed its national network of eight Nanomedicine Development Centers.

The final four NDCs were funded this year. NIH funded four NDCs last year.

Nanomedicine, an offshoot of nanotechnology, refers to highly specific medical intervention at the molecular scale for curing disease or repairing damaged tissues, such as bone, muscle, or nerve. A nanometer is one-billionth of a meter, too small to be seen with a conventional lab microscope. It is at this size scale – about 100 nanometers or less – that biological molecules and structures inside living cells operate.

NDCs are staffed by multidisciplinary scientific teams, including biologists, physicians, chemists, physicists, mathematicians, engineers, and computer scientists.

In addition to conducting research into the physical properties of structures inside cells to determine how biology's molecular machines are built, these teams will begin training the next generation of students in this emerging field of medical science.

The Nanomedicine Initiative applies an engineering approach to the study of cellular and subcellular systems in an effort not only to understand, but to precisely control molecular complexes that operate at the nanoscale.

This will allow for development of new technologies to prevent or cure disease and to repair damaged tissue.

For example, one area of research is focused on corneal wound healing by marrying a mesh of nanoscale material with biocompatible fluid.

The Nanomedicine

Initiative, part of NIH's Roadmap for Medical Research, is led by Paul A. Sieving, M.D., Ph.D., director of the National Eye Institute (NEI), Jeffery Schloss, Ph.D., program director, Technology Development, National Human Genome Research Institute, and Richard S. Fisher, Ph.D., program

director, Corneal Diseases at NEI, in collaboration with a program team representing institutes and centers across the NIH.

"Future progress in medicine will depend on our understanding and modulating the complexity of biological systems," said Dr. Sieving. "The NIH Roadmap,

including the Nanomedicine Initiative, will advance our knowledge of biological systems. This will provide the scientific foundation for new strategies for diagnosing, treating, and preventing disease."

For more information, visit the NIH site at <http://nihroadmap.nih.gov/nanomedicine/index.asp>.

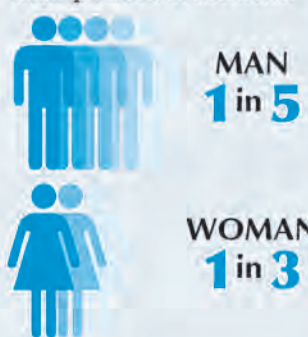
How To Protect Your Two Most Valuable Assets

Your income and your practice are two of your most valuable assets. Yet, many optometrists have done little to protect their incomes and their businesses against a debilitating injury or sickness.

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A 30-year-old's chance of becoming disabled before their planned retirement.*



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- ✓ Can provide a monthly benefit of up to \$15,000.00 for up to 18 months to help you pay major office expenses like employee salaries, rent, business loans, utilities, professional membership fees, liability insurance premiums and other monthly business bills.
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Industry Profile is a regular feature in AOA News allowing participants of the Ophthalmic Council to express themselves on issues and products they consider important to the members of AOA.

Industry Profile: VisionWeb

VisionWeb offers online eye care product ordering and online claims processing services to eye care providers, available at www.visionweb.com. These services help to streamline and simplify the eye care practice by automating cumbersome processes that were once manual. By using VisionWeb's services, eye care providers and their staffs will spend more time with patients and less time on the phone with suppliers and insurance companies.

VisionWeb is not a buying group and does not interfere with pricing relationships. By forming partnerships with eye care professionals, manufacturers, distributors and labs, VisionWeb creates a neutral exchange via the Internet to streamline electronic transactions, order processing, and order tracking, thereby helping the industry become more efficient and profitable.

The American Optometric Association plays a very important role in helping VisionWeb to best serve the optical industry. Recognizing the benefits associated with using VisionWeb – speed, efficiency, increased accuracy – the AOA became involved with VisionWeb to help bring these benefits to the eye care practice through VisionWeb's AOA Royalty Program. This program allows eye care providers to contribute non-dues revenue to their AOA state affiliate. Because VisionWeb is not a buying group, eye care providers can continue to enjoy buying group benefits while contributing to their state affiliate's ability to raise non-dues revenue when they place eye care product orders online for free through VisionWeb.

Under the terms of the AOA Royalty Program, VisionWeb will pay participating AOA affiliates a 2 percent royalty on transaction fees for members placing at least 1,200 orders per year and a 2.5 percent royalty for placing at least 2,400 orders per year. One order transaction occurs every time the "Send Order Now" button is clicked to complete an order on VisionWeb. The transaction fee is paid by the supplier receiving the order – ordering on VisionWeb is free to eye care providers.

AOA members should take advantage of this relationship and free online ordering with VisionWeb. Eye care providers who have registered their practice with VisionWeb should ensure that their staff is using VisionWeb to place their eye care product orders. Those who haven't registered their practice with VisionWeb are encouraged to register today. Becoming a VisionWeb member is simple. You can register online at www.visionweb.com or call VisionWeb Customer Service at (800) 874-6601.

This year, VisionWeb paid nearly \$20,000 in royalties to the participating state affiliates for orders received from June 2005 – May 2006. Each state affiliate must agree to participate in the program in order to receive the royalties for orders. Eye care providers should contact their state executive director to find out if their state affiliate participates in the VisionWeb AOA Royalty Program.

State affiliates interested in participating in the program, or learning more about how VisionWeb can contribute to non-dues revenue, are encouraged to contact VisionWeb at (512) 241-8561 or e-mail marketing@visionweb.com for more information.

B&L provides grant for SVS student memberships

The AOA Sports Vision Section (SVS) welcomed more than 5,400 new student members in 2006, thanks to a generous grant from Bausch & Lomb.

The goal of this new program is to continue students' involvement in and awareness of sports vision and organized optometry by waiving the annual Sports Vision Section membership dues for all American Optometric Student Association members.

"We hope to increase students' awareness of this exciting discipline of optometry, as well as opportunities for involvement in the AOA Sports Vision Section," said Hal Breedlove, O.D., AOA SVS chair. "We are very grateful to Bausch & Lomb for their generous support."

The SVS Council is confident that such a program will have a

profound positive impact on sports vision and the mission of the SVS, as curriculum offerings at many schools and colleges of optometry currently provide limited exposure to the many aspects of sports vision.

"The information and resources the students receive as Sports Vision Section members will be extremely helpful in developing an understanding of this important area of optometry," said Mike Pier, O.D., director of Professional Relations and Practitioner Education for Bausch & Lomb Vision Care.

"Bausch & Lomb has a long history of research and innovation in developing products to meet the unique eye health needs of athletes and active individuals, and we are pleased to partner with the AOA in providing a grant for this program," Dr. Pier said.



Detroit Tigers pitcher Nate Robertson, who pitched in game three of the World Series, was fitted with custom Oakley Half Jackets™, shown here. The Half Jacket is Oakley's first dual-lens eyewear with interchangeable lenses, allowing wearers to adapt to any light condition. Accented with metal icons, the O Matter™ frame includes Unobtainium™ earsocks and grip anchors. The open-edge design extends the field of vision. For more information, visit www.oakley.com.

Industry News

Give the Gift of Sight helps 5 million

An 11-year-old boy became the 5 millionth beneficiary of Give the Gift of Sight, a Luxottica Group foundation that provides free vision care and eyewear to people in need in the U.S. and around the world.

Lavonte, who is a student in Chicago, helped reach the milestone on Oct. 26.

Collaboration among Give the Gift of Sight and the Chicago Communities in Schools (CCIS) and Chicago Public Schools helped develop a two-week children's vision clinic for 5,000 students.

"Lavonte, who is not seeing clearly to read and is lagging behind other students in his class, is a perfect example of the type of students we help," said Kevin Evanich, CCIS Board chair.

"Collaborating with Gift of Sight has helped address the vision problems of more than 16,000 students in the Chicago Public Schools system like Lavonte in the last two years alone. This partnership has really raised the bar in terms of expectations for what national charities and local businesses can accomplish," said Evanich.

Each year, dozens of similar innovative services sponsored by Give the Gift of Sight are held in communities across the country. They are staffed almost totally by Give the Gift of Sight volunteers.

"It's incredible the difference a simple pair of eyeglasses can have in a child's life," said Janet Duke, mission manager for Give the Gift of Sight Foundation. "Statistics

indicate one of every four children has an undetected vision problem that can lead to difficulties in school. When just seeing the blackboard is a challenge, a student has a much harder time focusing, reading, learning and being successful in school. That is why we are so passionate about the importance of providing these services to as many children in need as possible."

Give the Gift of Sight is particularly focused on children in need across the U.S., with research studies showing that poor vision can significantly reduce classroom performance.

Students receiving vision services had an almost 100 percent greater improvement rate in math and almost a 200 percent greater improvement rate in reading comprehension than those who received no services, according to a study published in the *Journal of Optometric Vision Development* in 2002.

Last year, Give the Gift of Sight provided eye exams, vision screenings and new eyewear to nearly 23,000 youth in North America through outreach clinics.

Since 1991, Give the Gift of Sight has sponsored more than 100 missions to 27 countries and helped nearly 2 million children and adults worldwide who do not have access to or cannot afford eye care.

During each two-week mission, Luxottica Group employees and doctor volunteers provide free eye exams and recycled eyewear to approximately 25,000



Lavonte, who is a student in Chicago, helped reach the milestone on Oct. 26.

people.

The recycled eyewear is collected from Luxottica retail stores, doctor's offices and

Lions Clubs and community organizations.

For more information, visit www.givethegiftofsight.org.

Amy Sacks showcases new material, colors

Amy Sacks Eyewear and Accessories announced the addition of natural bamboo frames and new shades of blue to its collection of reading glasses, sunglasses, sun readers and optical frames.

Shown is the new bamboo frame called "Takeh," which is the Japanese word for bamboo. The half-frame style is designed for both men and women.

"Takeh is a frame that flatters every face on which I've seen it modeled," said Ann Sacks, president of Amy Sacks Eyewear and Accessories. "Our line now has the perfect neutral for those who seek a level of sophistication and design that is beyond anything offered in boutiques or even most optical stores."

The company also released exclusive new blue colors ranging from opaque to translucent and bold to subtle.

Visit www.amysacks.com for more information.





Meetings

For more meetings information, visit www.AOANews.org.

To submit an item, send a note to EventCalendar@aoa.org

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Hilton Head, SC
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E-mail: optichk1@aol.com
www.sc-eyecare.org/

December

MAINE OPTOMETRIC ASSOCIATION, INC.
Dec. 1-3, 2006
Freeport, ME
www.maineeyedoctors.com

OEP CLINICAL CURRICULUM VT/VISUAL DYSFUNCTIONS
Dec. 1-5, 2006
Grand Rapids, MI
Theresa Krejci
800/447-0370
www.babousa.org.

LIGHTHOUSE INTERNATIONAL LV01A -LOW VISION MANAGEMENT OF AMD: A PRACTICAL APPROACH
Dec. 6, 2006
Denver, CO
Cathy Czeto
212/821-9487
FAX: 212/821-9781
cczeto@lighthouse.org
www.lighthouse.org/ce

AMERICAN ACADEMY OF OPTOMETRY
December 7-10, 2006
Denver, CO
<http://www.aaopt.org/>

January

UNIVERSITY OF CALIFORNIA, BERKELEY, SCHOOL OF OPTOMETRY
18TH ANNUAL BERKELEY PRACTICUM
Jan. 6-8, 2007
DoubleTree Hotel, Berkeley Marina, Berkeley, CA
Nyla Marnay
510/642-6547
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FAX: 510/642-0279
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www.optometry.berkeley.edu/

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Jan. 26-28, 2007
Chaparral Suites Hotel, Scottsdale, Jane Lynch
602/279-0055
FAX: 602/264-6356
jane@azoa.org

CONNECTICUT ASSOCIATION OF OPTOMETRISTS
Jan. 28-29, 2007
Mohegan Sun Casino, Uncasville, CT
Debra Toupen
dtoupen@cteyes.org

February

MINNESOTA OPTOMETRIC ASSOCIATION, INC.
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107TH TEXAS OPTOMETRIC ASSOCIATION ANNUAL MEETING
Feb. 15-18, 2007
Renaissance Austin Hotel, Austin, TX
512/707-2020
<http://texas.optometry.net>

HEART OF AMERICA CONTACT LENS SOCIETY CONTACT LENS AND PRIMARY CARE CONGRESS, Feb. 16-18, 2007. Hyatt Regency Crown Center, Kansas City, MO.
www.hoacsl.org
registration@hoacsl.org or 316/681-0991

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March

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Alyssa Harvey
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noalv03@yahoo.com
www.nevadaoptometric.org

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www.swco.org

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425/455-0874

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Wyndham Aruba Beach Resort
Kathie Yates, 713-882-6708
Kathie@otce.net
www.otce.net

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James D. Sandefur, O.D.
318/335-0675
FAX: 318/335-0677
optla@bellsouth.net
www.optla.org

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www.optometriccruiseseminars.com

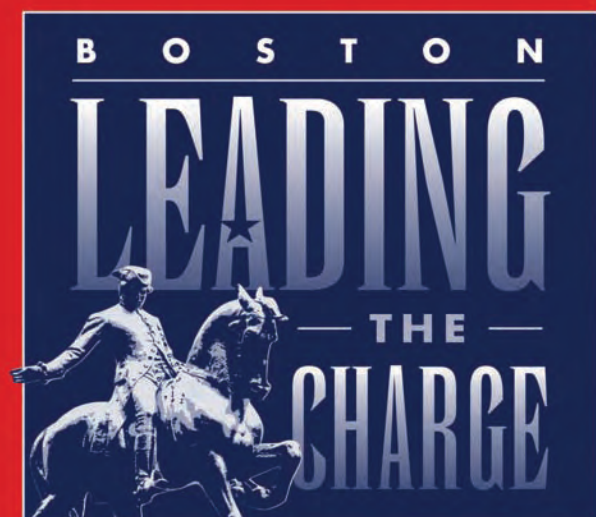
OPTOWEST 2007
California Optometric Association with affiliate partners-the Arizona, Hawaii, Nevada and Utah Optometric Associations
March 22-25, 2007, Long Beach, CA
www.optowest.com

INTERNATIONAL VISION EXPO EAST
March 23-25, 2007
New York, NY
Jacob K. Javits Convention Center, New York, NY
www.visionexpoeast.com

April

ARKANSAS OPTOMETRIC ASSOCIATION
ARKANSAS 100TH YEAR ANNIVERSARY CELEBRATION/SPRING MEETING
April 20-24, 2007
Hot Springs, AR
Jennifer Martinez, Executive Director
501/661-7675
FAX: 501/372-0233
aropt@swbell.net

AOA CONGRESSIONAL CONFERENCE
April 23-25, 2007
Washington, DC



Optometry's MEETING™
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SUNY COLLEGE OF OPTOMETRY

PRESIDENT

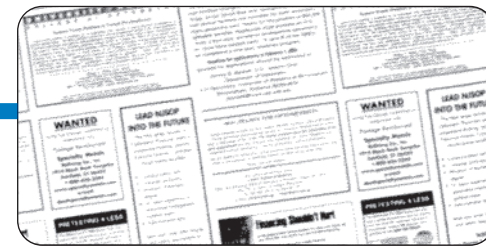
SUNY College of Optometry invites applications and nominations for the position of President. The SUNY State College of Optometry sets the standard for institutions of its kind in the nation. Founded in 1971 by legislative act, it has achieved scientific eminence and leadership in the profession of optometry. As one of the State University of New York's "centers of excellence", it attracts talented and educated students, highly interested in optometry and in the health sciences, from many states and foreign countries. It is the only College of Optometry in New York State and the region and has played a key role in the emergence of optometry as the primary source of vision care throughout the country. As a major urban campus of SUNY, the academic, professional and research programs have a progressive character with a superb faculty to implement and enhance them.

The SUNY State College of Optometry occupies a handsome 18-story building in the heart of New York City at 33 West 42nd Street. The College offers its students and faculty professional and scientific opportunities in an exciting and modern setting with unparalleled opportunities for growth intellectually, professionally and culturally.

The President has a leadership role in all aspects of campus academic and administrative operations including the quality of the clinical activity, education, research, and both faculty and institutional development. The President serves as the foundation's Executive Director and is a voting member of its Board of Trustees. Candidates have a proven track record as an administrator in a complex education or institutional environment with diverse constituencies and significant budgets. Candidates should be committed to optometric education and the profession of optometry and their expanding roles in the nation's health care system. The president advocates on behalf of the college and the profession locally, nationally and internationally, in governmental and academic spheres. Ideal candidates have an understanding of contemporary optometric practice, healthcare issues and the role of optometry as the nation's source of primary vision care. Candidates must have appropriate academic credentials. A doctor of optometry is preferred. Additional information can be found on the college website: www.sunyopt.edu.

Gyres International, which is assisting in this search, invites confidential inquiries and nominations. Applications should include a current c.v. and a letter explaining interest and relevant experience. All communications will be held in total confidence. The review of candidates will begin immediately and continue until the position is filled. **Gyres International, PO Box 439, Oxford, MD 21654, 410 226-5025, 410 226-5026 fax, nancy.cook@gyresinternational.com**

The College of Optometry, State University of New York is an Equal Opportunity/Affirmative Action Educator & Employer. Women, people of color, and individuals with disabilities are strongly encouraged to apply



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South America, 2/12/2007 – 2/24/2007, **Golden Princess**. Buenos Aires, Montevideo, Falkland Islands, Cape Horn, Ushuaia, Punta Arenas, Chilean Fjords, Puerto Montt, Santiago. Cruise fares from \$1745. **Speaker: Dr. Janet Betchkal**

Hawaii, 2/17/2007-2/24/2007, **NCL Pride of America**. Honolulu, Hilo, Mt. Kilauea, Kahului, Kona, Nawiliwili, Honolulu. Cruise fares from \$1054. **Speaker: Dr. Louise Sclafani**

Exclusive Silversea's Southern Caribbean, 3/19/07-3/26/07, **Silver Wind**. San Juan, Iles Des Saintes, Bridgetown, Bequia/ St Vincent/ The Grenadines, Antigua, Virgin Gorda, San Juan. Silversea – Luxurious ships, all suites, all inclusive. Fares from \$2831.

Gulf of Alaska, 6/30/2007 - 7/7/2007, **Sapphire Princess**. Vancouver, Ketchikan, Juneau, Skagway, Glacier Bay Scenic Cruising, College Fjord Scenic Cruising, Anchorage (Whittier). Cruise fares from \$949.

Ohio State University Alumni Cruise – Continuing Education will be sponsored by OSU. (All are welcome.)

4th of July

Mediterranean Adventurer, 7/21/07-8/4/07, **Sea Princess**. London (Southampton), Vigo, Lisbon, Barcelona, Cannes (Monte Carlo), Rome (Civitavecchia), Naples/Capri, Corsica (Ajaccio), Gibraltar, London (Southampton). Cruise fare \$3490. ****GREAT DEAL FOR 14 DAYS - LONDON IS AN INEXPENSIVE EUROPEAN GATEWAY Speaker: Dr. Harue Marsden**

Baltic Heritage, 8/30/07-9/8/07, **Star Princess**. Copenhagen, Stockholm, Helsinki, St. Petersburg (overnight), Tallinn, Gdansk, Oslo, Copenhagen. Cruise fares from \$1765. **Speaker: Dr. Kirk Smick**

Labor Day

Mediterranean Collection, 9/29/07-10/10/2007, **Royal Princess**. Venice, Ravenna, Split (Croatia), Corfu, Kotor (Montenegro), Malta, Sicily, Sorrento/Capri, Corsica (Ajaccio), Monte Carlo, Portofino, Rome (Civitavecchia). Cruise fares from \$2790. **Speaker: Dr. Michael Giese**

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ILLINOIS COLLEGE of OPTOMETRY

FACULTY POSITION

The Illinois College of Optometry invites applications for a full-time faculty position in the Cornea/Contact Lens Service of the Illinois Eye Institute.

The desired candidates will be graduates of an accredited school or college of optometry, eligible for therapeutic state licensure in Illinois and must qualify for clinical privileges at the Illinois Eye Institute, the College's clinical facility. Residency/fellowship training is most desirable. Candidates should demonstrate an active record of participation and excellence in teaching and research. Rank and salary will be commensurate with experience. A letter of intent, current curriculum vitae, and the name and address of three professional references should be submitted in confidence to:

Bruce Teitelbaum, OD
Associate Dean
Illinois College of Optometry
3241 S. Michigan Avenue
Chicago, Illinois 60616
bteitlb@ico.edu

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ILLINOIS COLLEGE of OPTOMETRY

Vice President and Dean for Academic Affairs

The Illinois College of Optometry, the oldest optometry educational program in continuous operation in the United States, is searching for a Vice President and Dean for Academic Affairs. The successful candidate will be the chief academic officer of the College, and will be responsible for the successful operation and accreditation of the Doctor of Optometry degree programs, postdoctoral residency programs, and continuing education programs. The Vice President and Dean for Academic Affairs reports directly to the President and serves on the President's Administrative Cabinet.

Candidates should have an understanding and appreciation for optometric education and the close relationship it has to patient care; a record of progressively responsible experience as an academic administrator; an earned doctorate and evidence of scholarly achievement; a proven ability to lead by means of collaboration and mutual respect; a commitment to the value of diversity within the academic community; a demonstrated passion for and commitment to quality education of professionals; and experience in managing budgets.

The Illinois College of Optometry has established itself as one of the world's leading urban optometric institutions, and has been providing education-related patient care in the Chicago community for 134 years. Six hundred sixteen (616) Doctor of Optometry (OD) candidates are enrolled. Forty-eight (48) full time and 50 part time faculty members, along with adjunct faculty members at 132 affiliated externship and residency sites, report to the Vice President and Dean for Academic Affairs.

For best consideration, please submit applications and nominations electronically and confidentially to the address below no later than January 1, 2007. Nominations and applications will continue to be accepted until the position is filled.

Ms. Laura Rounce
Vice President
Chair, Search Committee
Illinois College of Optometry
3241 South Michigan Avenue
Chicago, IL 60616.
(312) 949 -7040
LRounce@ico.edu

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PH: 602-279-0055 FAX: 602-264-6356
E-MAIL: JANE@AZOA.ORG

The Ohio State University College of Optometry Affiliated Residency Programs 2007 - 2008



College of
OPTOMETRY

The Ohio State University College of Optometry invites applications for its affiliated one-year residency programs in Primary Eye Care and Ocular Disease. All programs begin

July 1, 2007; and a competitive stipend is offered to attract highly-qualified residency candidates. Applicants should be highly inquisitive and self-motivated to work with challenging patients and state-of-the-art equipment under the direct supervision of outstanding optometric educators. For information on any of OSU's seven accredited programs, please visit our website (www.optometry.osu.edu) or contact the appropriate program's supervisor:

Chillicothe/Columbus VA...Dr. Richard Bell (richard.bell2@med.va.gov)
Cleveland VADr. Stacia Yaniglos (stacia.yaniglos@med.va.gov)
Dayton VADr. Gregory Kiracofe (gregory.kiracofe@med.va.gov)
Hampton VADr. Gay Tokumaru (gay.tokumaru@med.va.gov)
Cincinnati Eye InstituteDr. Kevin Corcoran (Corcoran@fuse.net)
Eye Center of ToledoDr. David Bejot (dlbtectot@yahoo.com)
Ohio Eye AllianceDr. Scott Young (syoung22@neo.rr.com)

To build a diverse workforce Ohio State encourages applications from individuals with disabilities, minorities, veterans, and women. EEO/AA employer.



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 - With emphasis in Low Vision
 - With emphasis in Pediatric Optometry and Binocular Vision
- **Pediatric Optometry**

Residency Programs at NSU Affiliated Sites:

- **Primary Care**
 - Gainesville VAMC
 - Lake City VAMC
 - Bay Pines VAMC
 - Daytona Beach VA Clinic
- **Ocular Disease**
 - Bascom Palmer Eye Institute
 - Aran Eye Associates
 - Braverman Eye Center
 - Clayton Eye Center

For further information or questions regarding the application procedures, please contact:

Lori Vollmer, O.D., F.A.A.O.
Director of Residency Programs
Nova Southeastern University
HPD Optometry
3200 S. University Drive
Ft. Lauderdale, FL 33328
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www.nova.edu/optometry/residency/residency.html



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This service has only been offered to our clients and is now available to you for \$250, but only until November 30th. There is no obligation, so **call us today** to inquire about our Industry Comparison Report and see if we can save you tax dollars.



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Tenure Track Faculty Positions

Department of Optometry, School of Optometry University of Alabama at Birmingham

The University of Alabama at Birmingham, School of Optometry, Department of Optometry invites applications for two full-time, tenure-track appointments at the rank of Assistant Professor or Associate Professor. The ideal candidate for each position is a clinician-scientist who holds the O.D. degree, has relevant post-doctoral research experience or a clinical residency, and a strong desire to engage in creative and contemporary clinical research. Candidates will be expected to establish or maintain a program of independently funded clinical research. A competitive salary, attractive start-up package, and ample research space will be provided. We are particularly interested in individuals with expertise in ocular disease, contact lenses, tear film physiology or cornea. The successful candidates will have ample opportunity to teach, provide patient care, and to participate in a supportive research environment.

Candidates for these positions must submit a letter of interest, current curriculum vitae, and a list of three professional references to:

Jimmy D. Bartlett, O.D., Sc.D., Chair,
Department of Optometry,
School of Optometry,
1716 University Blvd., University of Alabama at Birmingham,
Birmingham, AL 35294-0010

Deadline for receipt of applications is December 1, 2006 or until the positions are filled.

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PACIFIC UNIVERSITY COLLEGE OF OPTOMETRY visit us at www.opt.pacificu.edu

FACULTY POSITIONS

Pacific University College of Optometry located in Forest Grove, Oregon is seeking applications for six positions within the College. For all positions candidates should submit a letter of application, current comprehensive curriculum vitae, and three references. Applications will be accepted until the positions are filled.

Please mail to: Pacific University College of Optometry
2043 College Way
Forest Grove, Oregon 97116

ASSOCIATE DEAN POSITION

—the chief academic officer of the College and responsible for faculty development and faculty advocacy, academic standards, curriculum, and instructional budget. This person will lead the academic development of the faculty. This is a full-time administrative position with academic rank. Opportunity exists to pursue teaching and/or continue independent research.

Applicants should have an OD degree with advanced training, and/or degree. The successful candidate will have a previous record of academic accomplishment in optometry and be familiar with contemporary pedagogy and teaching methodologies. S/he will also be experienced in clinical optometry and have excellent communication and team building skills. Applicants must have a record of leadership and previous administrative experience.

Submit application materials to: Jennifer Smythe, OD, MS, FAAO
smythej@pacificu.edu
Phone: 503.352.2770 Fax: 503.352.2929

TWO RESEARCH FACULTY POSITIONS

with didactic and/or research emphases within the basic and/or visual sciences. Potential areas of expertise can include pharmacology, ocular biochemistry, neurophysiology, biostatistics, genomics, optics, or other area in vision science. Didactic and clinical assignments will reflect programmatic needs, as well as each successful candidate's expertise and interests. Successful candidates will demonstrate ability to carry out independent research.

Successful candidates will have a Ph.D. degree, relevant experience, and preferably an O.D. degree. A commitment to excellence in optometric education, lifelong learning, and the expansion of knowledge through optometric research is essential.

Submit application materials to: Karl Citek, OD, Ph.D.
citek1@pacificu.edu
Phone: 503.352.2126 Fax: 503.352.2929

TWO TENURE-TRACK FACULTY POSITIONS

with emphasis in cornea and contact lenses, ocular disease, public health, or primary care optometry. Didactic, laboratory, and clinical assignments will reflect programmatic needs, as well as each successful candidate's expertise and interests.

Successful candidates will have the O.D. degree and licensure to practice optometry. Preference will be given to applicants with residency/fellowship training, an advanced degree, and/or advanced professional development. A commitment to excellence in optometric education, lifelong learning, and the expansion of knowledge through optometric research is essential.

Submit application materials to: Denise Goodwin, OD
goodwin@pacificu.edu
Phone: 503.352.3070 Fax: 503.352.2929

CLINIC DIRECTOR POSITION

with educational, patient care, and administrative responsibilities. This individual will be expected to build upon the traditions of excellence at our community-based clinical facilities in the greater Portland metropolitan area.

The qualified candidate will have the OD degree and be eligible for licensure with diagnostic, therapeutic, topical, and non-topical pharmaceutical agents as permissible under Oregon law. Residency or other post-graduate education is desirable. Experience in broad scope optometric care, and a commitment to excellence in optometric education and life-long learning are essential. Health care management experience is desirable.

Submit application materials to: Graham Erickson, OD, FAAO
ericksog@pacificu.edu
Phone: 503.352.3197 Fax: 503.352.2929

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Toledo, Ohio 43623



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Phone: 732-920-0110 FAX: 732-920-7881 E-MAIL: dh12020@aol.com

Department of Ophthalmology Emory University School of Medicine Academic Optometry Position

The Department of Ophthalmology at Emory University School of Medicine is seeking a full-time Optometrist to join a growing Comprehensive Ophthalmology Section of the Emory Eye Center. Qualified candidates must be eligible for licensure in Georgia.


Candidates should have strong clinical training, including a minimum of one year residency training. Interest in research and teaching residents in an academic ophthalmology setting is required. An advanced degree (MPH or MS) would be advantageous but not required.

Salary commensurate with experience. Please send inquiries to:

Mrs. Patricia Bennett
Emory Eye Center, Emory University
1354B Clifton Road, NE, Suite B4500
Atlanta, GA 30322

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DEAN OF THE COLLEGE OF OPTOMETRY WESTERN UNIVERSITY OF HEALTH SCIENCES

Western University of Health Sciences (Western U), an academic health center in Southern California, is pleased to announce the addition of a College of Optometry and is seeking nominations and applications for the position of Dean for this new college.

The Dean serves as the chief academic officer of the college and is charged to develop a contemporary educational program, graduating a comprehensive family-practice optometrist with particular strengths in neuro-optometry to serve the increasing public need for those with developmental impairments, brain disorders and trauma, and the visual consequences of aging.

Candidates must show skills in leadership, be attuned to future trends in optometry, and be proactive in identifying program, research and clinical opportunities.

The ideal candidate will have an O.D. degree, or the equivalent, and have strong skills in program development. The Dean, as an advocate for the college and faculty, must provide positive change and be committed to advancing the unique role of Western University in optometric education.

Founded in 1977, Western U is a non-profit, graduate university for the health professions. The campus is located on 25 acres in historic downtown Pomona, California. Western U has over 2000 students who are studying toward degrees in osteopathic medicine, pharmacy, graduate nursing, physical therapy, physician assistant studies, health professions education and veterinary medicine. Programs in dentistry and podiatry are now under development. The new College of Optometry will be embedded within a rich milieu of health professions dedicated to innovative education and multi-disciplinary health care.

Candidates must submit a letter of interest, a comprehensive Curriculum Vitae and professional reference information with the e-mail addresses of at least four references.

Review of applications will begin immediately and continue until an appointment is made. The effective date of the appointment is July 1, 2007.

Please send applications to:

Dr. Benjamin L. Cohen
Executive Vice President for Academic Affairs/Chief Operating Officer
309 E. Second Street
Pomona, California 91766-1854
www.westernu.edu

Western University is an equal opportunity employer and is especially interested in receiving applications that will contribute to the diversity of the community.

A competitive recruitment and selection process is being conducted for this position. If a U.S. worker is not selected pursuant to this process, an application for alien candidate employment certification may be filled on behalf of an alien candidate to fill this position opportunity.



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REGISTRATION INFORMATION

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AOA Members \$300 Non-Members \$400

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Don't forget the Friday afternoon Golf Tournament!



FOR INFORMATION CONTACT:

Steven Silverstone, O.D., Course Director @ (561) 792-9110

Mark Marciano, O.D., Registration @ (561) 242-1200

or email: pbwinterseminar@yahoo.com

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SOUTHERN COLLEGE OF OPTOMETRY

Southern College of Optometry has faculty positions available for clinicians in various disciplines. While our needs are primarily for clinicians in primary care, those with talents in other areas are also encouraged to apply. The successful candidate will have excellent clinical skills, leadership abilities and a high degree of intellectual curiosity. Additional skills such as classroom education and clinical research are also desirable.

The position requires a Doctor of Optometry degree with full scope licensure in Tennessee (or eligibility for such licensure.) An advanced degree and/or residency training are highly desirable.

Salary is commensurate with level of education, training and experience.

For information, please address inquiries to:

Charles L. Haine, O.D., M.S.
Vice President for Academic Affairs
Southern College of Optometry
1245 Madison Avenue
Memphis, Tennessee 38104-2222
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School of Optometry

RESIDENCY POSITIONS AVAILABLE

Positions are available in each of our in-house residency programs in Cornea and Contact Lenses, Family Practice Optometry, and Pediatric Optometry to commence July 2007. Salary for each position is \$34,222.00. Applicants must possess an O.D. degree from an accredited professional optometric program, should have a G.P.A. of 3.0 (on a 4.0 scale) in the optometry curriculum, and must have passed Parts I, II, and III of the NBEO.

Additional residency positions are available at our affiliated programs: Ocular Disease at Eye Health Partners of Middle Tennessee - Ocular Disease at Omni Eye Services - Atlanta, Primary Eye Care - Tuscaloosa VAMC, and Geriatric Optometry and Low Vision Rehabilitation - Birmingham VAMC.

Deadline for ORMS application (www.optometryresident.org) is February 1, 2007. Requests for additional information should be addressed to:

Lisa L. Schifanella, O.D., M.S.
UAB School of Optometry
Birmingham, Alabama 35294-0010
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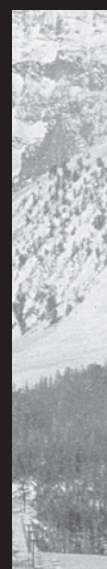
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The New England College of Optometry Announces Residency Programs 2007-2008 in the following areas:



- Family Practice Optometry (2)
- Ocular Disease (1)
- Cornea and Contact Lenses (2)
- Pediatric Optometry (2)
- Primary Eye Care-VA (2)
- Primary Eye Care and Ocular Disease-VA (9)
- Low Vision Rehabilitation/Primary Eye Care-VA (3)
- Primary Eye Care/Geriatric Optometry-VA (2)
- Ocular Disease-VA (2)

For more information about our programs, please contact:

Douglas J. Hoffman, O.D., F.A.A.O.
Director of Residencies
The New England Eye Institute
1255 Boylston Street
Boston, MA 02215
Tel. (617) 369-0196
hoffmand@neco.edu

or visit the NECO Website at www.neco.edu

For application information, please visit the ORMS
Website at: www.orms.org



Pennsylvania College of Optometry Residency

Residency Programs in The Eye Institute

- Primary Eye Care
- Pediatric Optometry/Vision Therapy
- Low Vision Rehabilitation
- Cornea and Contact Lenses

Compensation includes base salary of \$31,000, major medical, malpractice, paid vacation, academic leave, and funding for approved CE. TEI Residency Program dates: July 01, 2007 to July 15, 2008.

TEI Residency Program application deadline is February 01, 2007

Affiliated Residency Programs

At Veterans Administrations Medical Centers:

Wilmington, Delaware Wilkes-Barre, Pennsylvania
Baltimore, Maryland Perry Point, Maryland
Philadelphia, Pennsylvania

In Ocular Disease and/or Refractive Eyecare:

Minnesota Eye Consultants, Minneapolis, MN
Omni Eye Services, Iselin, NJ
Omni Eye Specialists, Baltimore, MD
Seidenberg-Protzko Eye Associates, Havre de Grace, MD

Please send letter of intent, curriculum vitae, school transcript, NBEO scores, and three reference letters to each site of interest. Register with ORMS on line at www.optometryresident.org

See our web site, www.pco.edu, or contact:

Bernard H. Blaustein, OD, Director of Residency Programs
8360 Old York Road, Elkins Park, PA 19027 - 215-276-6180

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Georgia: Department of Ophthalmology Emory University School of Medicine Academic Optometry Position The Department of Ophthalmology at Emory University School of Medicine is seeking a full-time Optometrist to join a growing Comprehensive Ophthalmology Section of the Emory Eye Center. Qualified candidates must be eligible for licensure in Georgia. Candidates should have strong clinical training, including a minimum of one year residency training. Interest in research and teaching residents in an academic ophthalmology setting is required. An advanced degree (MPH or MS) would be advantageous but not required. Salary commensurate with experience. Please send inquiries to: Mrs. Patricia Bennett Emory Eye Center, Emory University 1354B Clifton Road, NE, Suite B4500 Atlanta, GA 30322 Emory University is an Affirmative Action, Equal Opportunity Employer.

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Optometrist Community Health Center is seeking PT Optometrist to examine patient's eyes to detect vision problems, diseases, and other abnormal conditions. Requires a bachelor's degree, graduation from an accredited optometry school and must pass clinical state board examinations. 2-3 years of experience preferred. Bilingual English/Spanish preferred. Please send resume to foustj@infantwelfare.org

OPTOMETRIST: The New England College of Optometry has an opening for a full-time Optometrist to provide general optometric patient care, including contact lens clinics, and to precept students in a variety of health clinics in the Greater Boston area, as well as to teach in classroom and laboratory settings. Requires O.D. degree, one year of residency, MA license. Send cover letter, CV and contact information for three professional references to: Human Resources, The New England College of Optometry, 424 Beacon St., Boston, MA 02115. Equal Opportunity employer.

Optometrists Opportunities Available in Pennsylvania and New Jersey: We are seeking caring Optometrists to join our growing practice. Our primary focus is to bring the highest standard of care to our patients. We currently have a Full-time (4-5 days) position available in the Easton, Bethlehem and Allentown area of Pennsylvania and a Part-time position (2 days) available in Trenton & Central NJ area. We offer excellent compensation, an established patient base, and flexible schedule. (no evenings or week-ends) If interested, please email your CV to caring@healthdrive.com or fax (toll free) to 866-657- 5400 or call MARIA (toll free) at 877-724-4410.

Virginia- Central – Immediate opening for personable, hardworking full time optometrist in busy five location group practice for our Lynchburg, Virginia office. Purchase opportunity in several years. Please email CV to: newman5150@aol.com

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Wisconsin: Growing Optometry practice has part-time positions available in the Madison (2-3 days), Wausau, Stevens Points (2-3 days), LaCrosse (2-3 days). We offer excellent compensation, established patient base and flexible schedule. If interested, please call Maria (toll free) at 877-724-4410 or email your CV to caring@healthdrive.com or fax it (toll free) to 866-657-5400.

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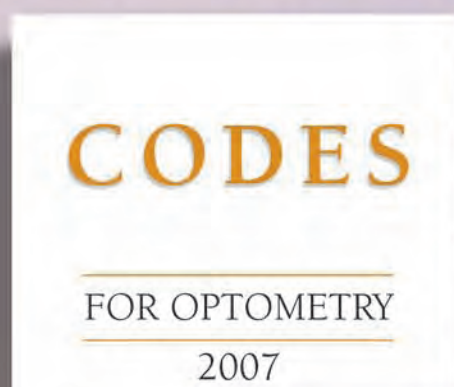
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Effective the October 9, 2006 issue onwards, Classified advertising rates are as follows: 1 column inch = \$50 (40 words maximum) 2 column inches = \$100 (80 words maximum) 3 column inches = \$150 (120 words maximum). This includes the placement of your advertisement in the classified section of the AOA Member Web site for two weeks. An AOA box number charge is \$30.00 and includes mailing of responses. The envelope will be forwarded, unopened, to the party who placed the advertisement. Classifieds are not commissionable. All advertising copy must be received by e-mail at k.spurlock@elsevier.com or by fax at 212.633.3820 attention Keida Spurlock, Classified Advertising. You can also mail the ads to Elsevier, 360 Park Avenue South, 9th floor, New York, NY 10010.

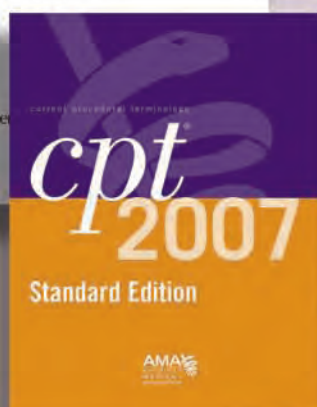
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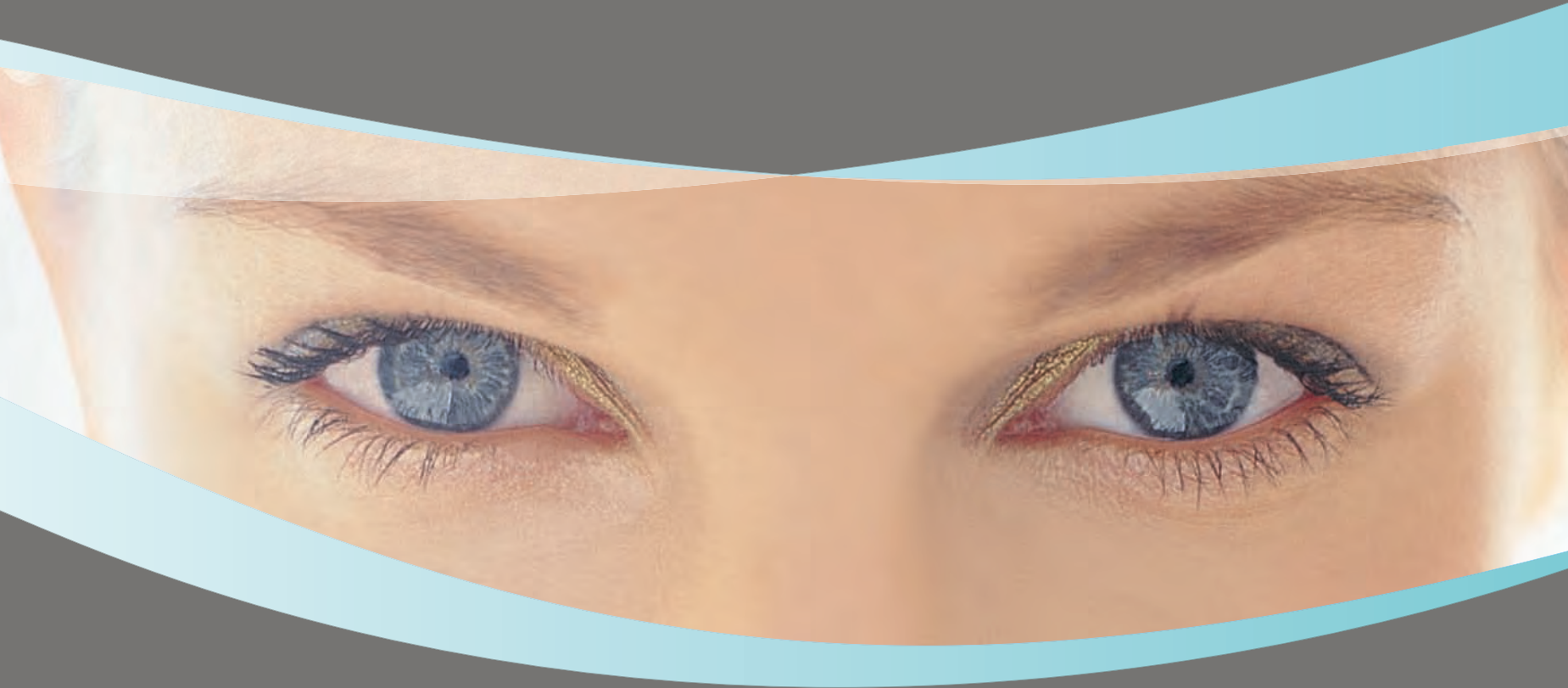
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